

## CLAIMS

What is claimed is:

- 1 1. A method for use in a digital communications network, comprising:  
2 converting a website into a Super Site, wherein the Super Site may be  
3 replicated;  
4 generating one or more Sub Sites from the Super Site; and  
5 configuring behaviors of the Sub Sites to match desired population segment  
6 characteristics.
- 1 2. The method of claim 1, wherein the Super Site is a template site used for  
2 replicating Sub Sites.
- 1 3. The method of claim 1, wherein segment characteristics include custom ticket  
2 delivery options, regulating queues, editing passenger name records, security  
3 settings for the Sub Site, travel policies, geographic policy administration,  
4 reason codes, system behavior for travel policy, authorization of individuals,  
5 air configurations, air contracts, car availability, car contracts, hotel display  
6 configuration, preferred hotel properties, hotel reference points, and market  
7 preferences.

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- 1 4. The method of claim 1, wherein generating Sub Sites further comprises  
2 copying data records from a database for the Super Site into the Sub Site.
  - 1 5. The method of claim 1, further comprising reflecting automatically changes  
2 made to the Super Site in the Sub Sites.
  - 1 6. The method of claim 1, further comprising reflecting automatically changes  
2 made to one Sub Site on one or more Sub Sites.
  - 1 7. The method of claim 1, further comprising sending automatically an  
2 electronic mail notification to one or more administrators that a Super Site or  
3 Sub Site has been changed.
  - 1 8. The method of claim 1, further comprising directing a user straight to a Sub  
2 Site on which the user is a registered user.
  - 1 9. The method of claim 1, further comprising allowing a user to transfer from a  
2 first Sub Site to a second Sub Site.
  - 1 10. The method of claim 1, further comprising allowing a user to transfer from  
2 the Super Site to a Sub Site.

- 1 11. The method of claim 1, wherein the Sub Sites are accessed from a universal  
2 record locator that is common to the Sub Sites.
- 1 12. A system for use in a digital communications network, comprising:  
2 means for converting a website into a Super Site, wherein the Super Site may  
3 be replicated;  
4 means for generating one or more Sub Sites from the Super Site; and  
5 means for configuring behaviors of the Sub Sites to match desired population  
6 segment characteristics.
- 1 13. The system of claim 12, wherein the Super Site is a template site used for  
2 replicating Sub Sites.
- 1 14. The system of claim 12, wherein segment characteristics include custom ticket  
2 delivery options, regulating queues, editing passenger name records, security  
3 settings for the Sub Site, travel policies, geographic policy administration,  
4 reason codes, system behavior for travel policy, authorization of individuals,  
5 air configurations, air contracts, car availability, car contracts, hotel display  
6 configuration, preferred hotel properties, hotel reference points, and market  
7 preferences.

1 15. The system of claim 12, wherein the means for generating Sub Sites further  
2 comprises means for copying data records from a database for the Super Site  
3 into the Sub Site.

1 16. The system of claim 12, further comprising means for reflecting automatically  
2 changes made to the Super Site in the Sub Sites.

1 17. The system of claim 12, further comprising means for reflecting automatically  
2 changes made to one Sub Site on one or more Sub Sites.

1 18. The system of claim 12, further comprising means for sending automatically  
2 an electronic mail notification to one or more administrators that a Super Site  
3 or Sub Site has been changed.

1 19. The system of claim 12, further comprising means for directing a user straight  
2 to a Sub Site on which the user is a registered user.

1 20. The system of claim 12, further comprising means for allowing a user to  
2 transfer from a first Sub Site to a second Sub Site.

1 21. The system of claim 12, further comprising means for allowing a user to  
2 transfer from the Super Site to a Sub Site.

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1 22. The system of claim 12, wherein the Sub Sites are accessed from a universal  
2 record locator that is common to the Sub Sites.

1 23. A computer readable medium having stored thereon a plurality of  
2 instructions, said plurality of instructions when executed by a computer,  
3 cause said computer to perform:  
4 converting a website into a Super Site, wherein the Super Site may be  
5 replicated;  
6 generating one or more Sub Sites from the Super Site; and  
7 configuring behaviors of the Sub Sites to match desired population segment  
8 characteristics.

1 24. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions for generating Sub Sites when  
3 executed by a computer, cause said computer to further perform copying  
4 data records from a database for the Super Site into the Sub Site.

1 25. The computer-readable medium of claim 23 having stored thereon-additional  
2 instructions, said additional instructions when executed by a computer, cause  
3 said computer to further perform reflecting automatically changes made to  
4 the Super Site in the Sub Sites.

1 26. The computer-readable medium of claim 23 having stored thereon  
2 additional instructions, said additional instructions when executed by a

3 computer, cause said computer to further perform reflecting automatically  
4 changes made to one Sub Site on one or more Sub Sites.

1 27. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer, cause  
3 said computer to further perform sending automatically an electronic mail  
4 notification to one or more administrators that a Super Site or Sub Site has  
5 been changed.

1 28. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer  
3 comprises, cause said computer to further perform directing a user straight to  
4 a Sub Site on which the user is a registered user.

1 29. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer, cause  
3 said computer to further perform allowing a user to transfer from a first Sub  
4 Site to a second Sub Site.

1 30. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer, cause  
3 said computer to further perform allowing a user to transfer from the Super  
4 Site to a Sub Site.